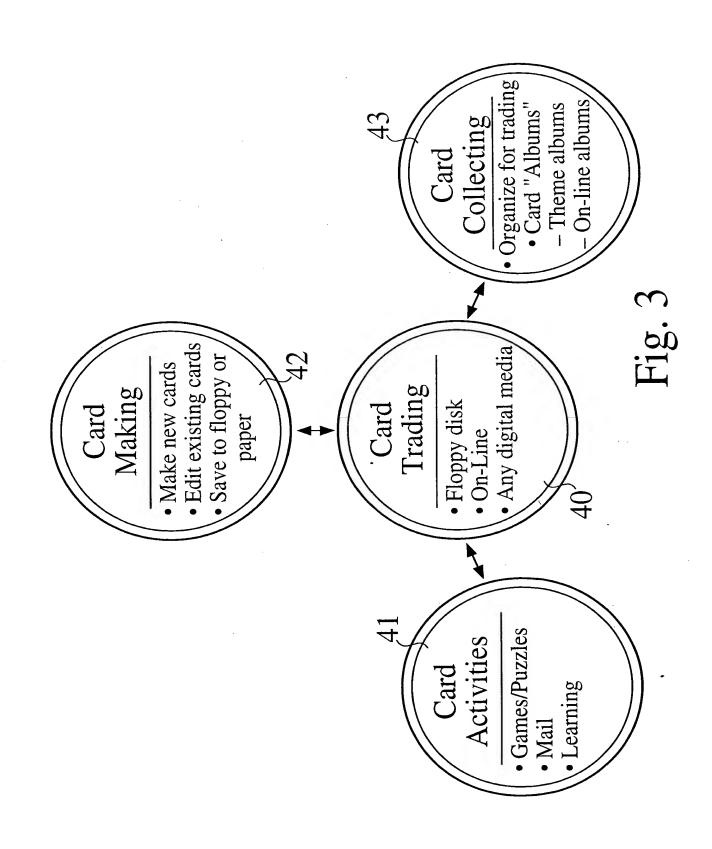
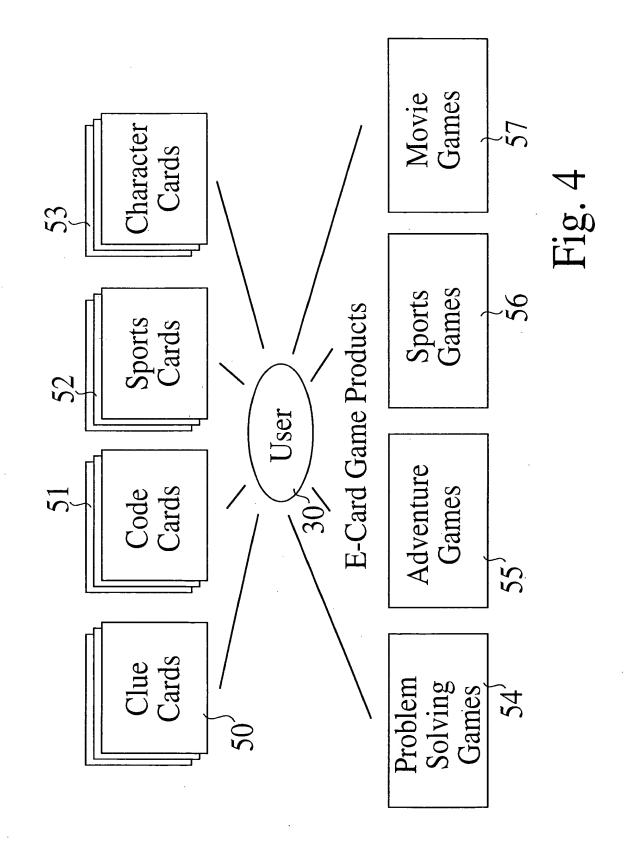


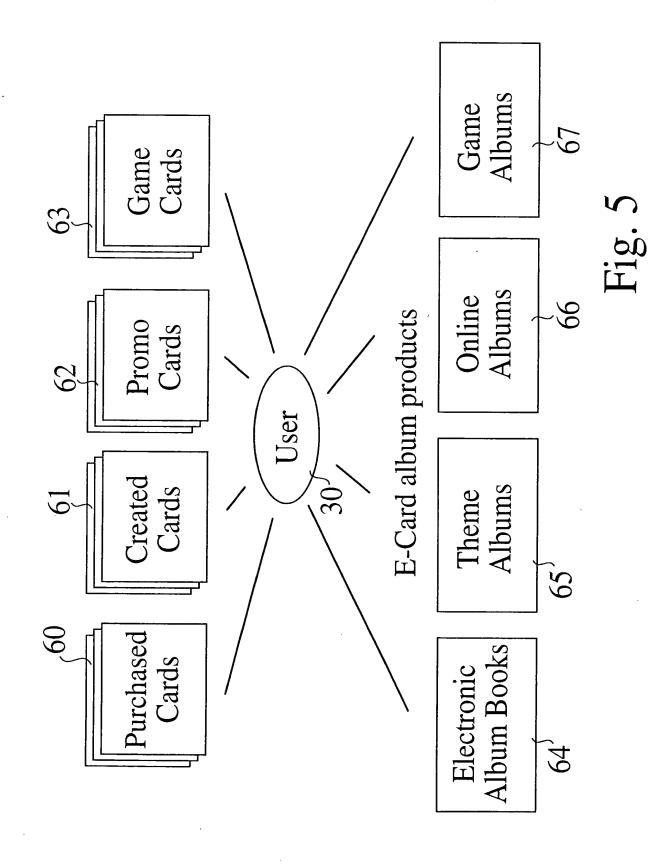
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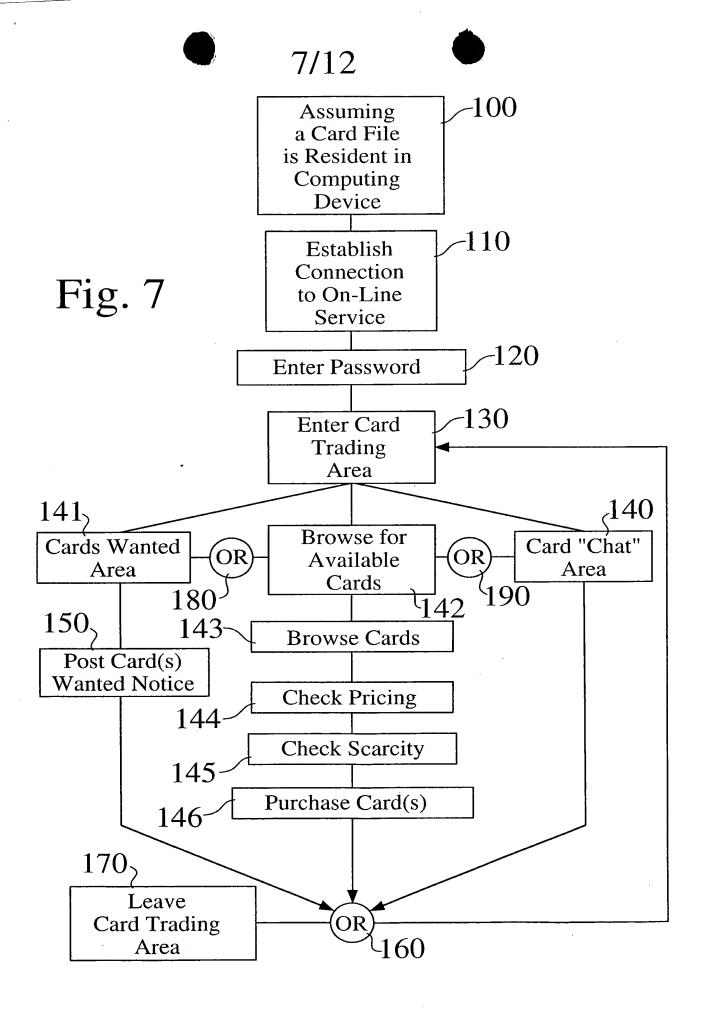
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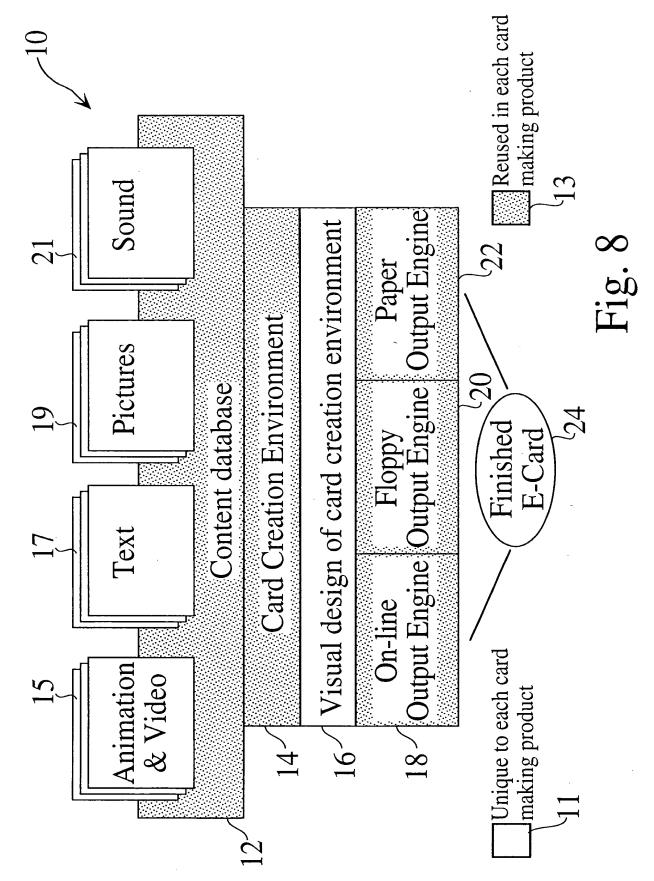


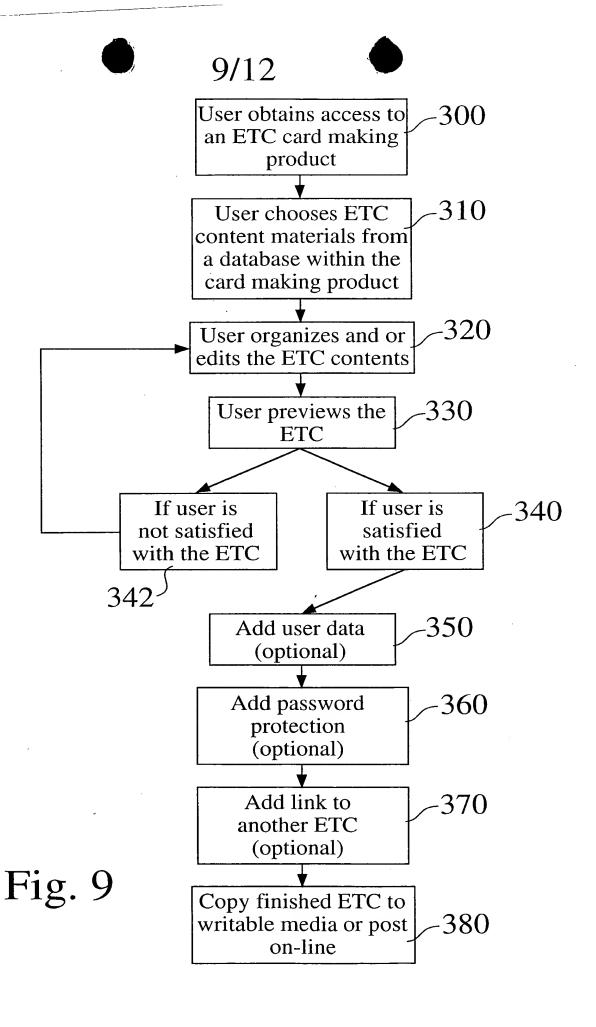
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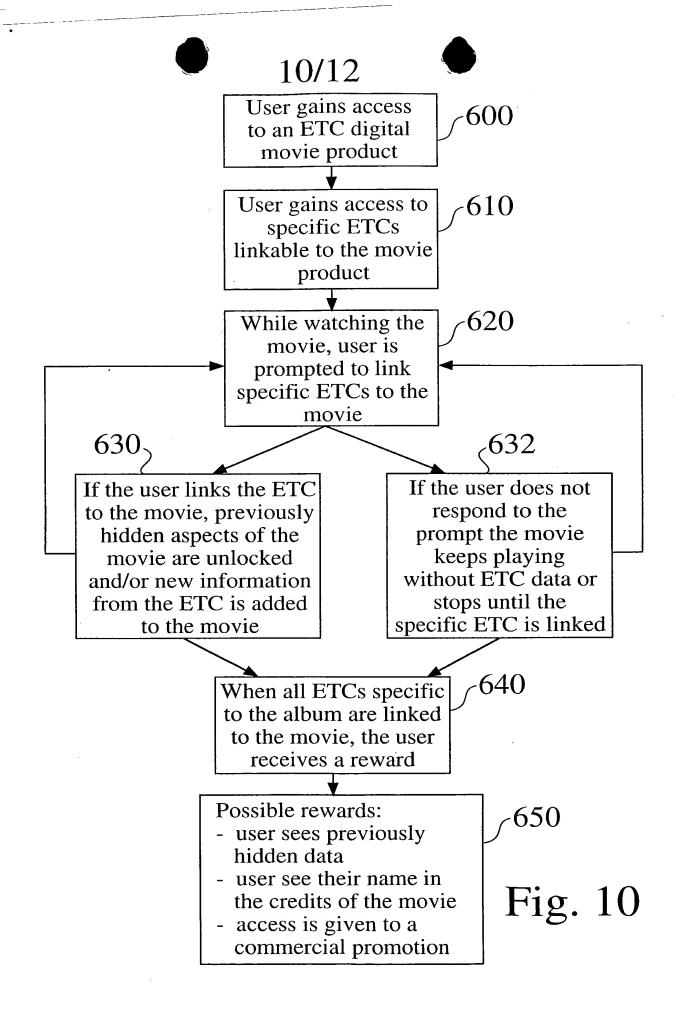


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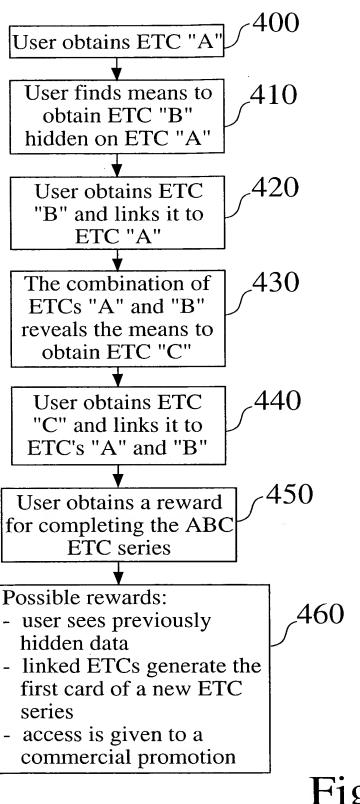


Fig. 11

## 12/12 User gains access to 500 an ETC digital collector's album product User gains access 510 to specific ETCs linkable to the album product User links ETCs 520 into specific locations in the digital album User continues to 530 obtain ETCs specific to the album As user progresses in 540 linking ETCs to the album, previously hidden sections of the album are unlocked When all ETCs specific 550 to the album are linked to it, the user receives a reward 560 Possible rewards: - user sees previously hidden data completed album generates the first card of a new ETC series access is given to a Fig. 12 commercial promotion

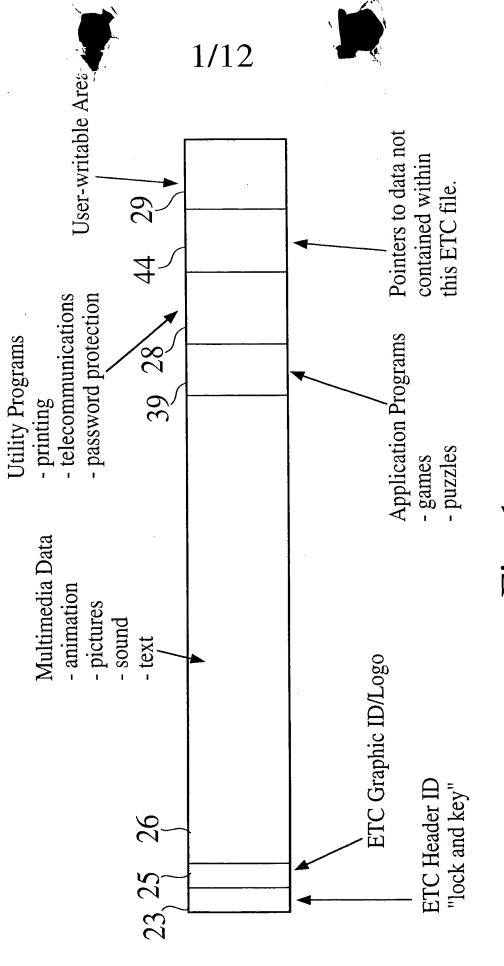


Fig. 1